

I. **CHESTER COUNTY COMMUNITY FOUNDATION  
GRANT PROPOSAL SUMMARY SHEET**

Date 9/7/25

**Contact Information**

Organization Name: **The 4<sup>th</sup> Trimester MOMMIE**  
Address: **306 Trego Avenue, Coatesville, PA 19320**  
Phone: **855-578-2273**  
Website: **www.4tmommie.org**  
Year Incorporated: **2024**  
FEIN: **93-3323801**

ED/CEO Name: **Talonda S. Rogers**  
ED/CEO E-mail: **rtalonda75@gmail.com**  
Board Chair Name: **Rohan Wright**  
Board Chair Approval (check here): ☒  
Primary Contact Name: **Talonda S. Rogers**  
Primary Contact E-mail: **rtalonda75@gmail.com**

**Organization Information:**

**Field/s of Interest:**

☐ Arts, Culture & Humanities. ☐ Environment/Animal Welfare ☒ Education  
☒ Health ☐ Human Services ☐ Religion

**Mission:** To educate, empower, and advocate for positive and optimal health outcomes during and after pregnancy or infant loss. Through research, programs, and direct support, we elevate awareness of complications impacting historically vulnerable communities and ensure the best care possible for all women and their families. It's our vision that through continuous education, advocacy, and care, no mother will die from preventable causes related to pregnancy and childbirth.

**Geographic Area Served** (If not all of Chester County, specify primary Chester County regions served):

ALL of Chester County

**Describe Population Served & Annual Number of People Served:** We serve all, pregnant, postpartum, and menopausal women in Chester County, with focus on women of color and underserved populations. Annually serving 50+ women with goal to reach 150+ upon facility opening.

<b>Annual Budget \$</b> <u>30,000</u>	<u>0</u> # of Full-Time Equivalent Paid Staff
<u>80</u> % of budget for program expenses	<u>11</u> # of Board Volunteers
<u>0</u> % of budget for administrative expenses	<u>3</u> # of Active Non-Board Volunteers
<u>20</u> % of budget for fundraising expenses	_____ # of Volunteer Hours
100 % total	

**Top 3-5 funding sources:** The Fund for Women and Girls, Chester County Community Foundation, The Chester County Women's Commission.

**Is this grant proposal for:** Capacity Building ☒ or General Operating \_\_\_\_\_?

**If Capacity Building Proposal, the focus is:**

☐ Mission, Vision & Strategy ☐ Governance & Leadership ☐ Partnerships & Collaborations  
☒ Fundraising, Development & Marketing ☒ Technology Other: \_\_\_\_\_

**Grant Amount Requested from the Community Foundation:** \$ 4,580

**Proposal Summary** The 4th Trimester MOMMIE is launching Chester County's first culturally-inspired postpartum wellness center in Downingtown. As a Master's-prepared nurse who has served 50+ women while preventing serious complications including sepsis and postpartum hemorrhage, our founder demonstrates the critical need for accessible, culturally-responsive maternal care.

This capacity building request supports: (1) Professional marketing services (\$3,600) to establish digital presence and healthcare partnerships for our November 2025 opening, and (2) SimplePractice HIPAA-compliant software (\$980) to implement our proven LISTEN Model and track outcomes.

With Chester County losing two maternity units and our \$30,000 budget requiring \$1,700 monthly rent coverage, professional marketing is essential for generating client volume through evening-hours programming for working mothers. This investment enables serving 150+ women annually while establishing sustainable operations.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

### The 4th Trimester MOMMIE (Maternal Outreach. Mentorship. Mobilization. Inclusivity. Education)

#### 1. Nonprofit's History, Goals, Key Achievements & Distinctiveness

The 4th Trimester MOMMIE was founded in 2023 by Talonda S. Rogers, MSN, RN, following her personal experience with pregnancy loss and recognition of critical gaps in prenatal and postpartum care, especially for women of color. Achieving 501(c)(3) status in January 2024, our organization is Chester County's pioneer in culturally-responsive maternal wellness.

##### Key First-Year Achievements:

- Served approximately 50 mothers and families through community-based programming with the founder volunteering her time
- Secured funding from The Fund for Women and Girls, Chester County Women's Commission, and Chester County Community Foundation (2024)
- Achieved 2nd place in the Road to Lion Cage Pitch Competition (Social Impact Category) hosted by i2N and The United Way Summer (2025)
- Developed innovative LISTEN Model (Learn, Inquire, Symptoms, Treatment, Evaluation, Needs) for client assessment
- Established an 11-member volunteer board, including healthcare professionals (Nurse Practitioner, Certified Nurse Midwife, Registered Nurses, and an OBGYN)
- Founding member of Chester County's Birthing Equity Collective, a collaborative network including postpartum doulas, nonprofits focused on infant mortality reduction, a professor from West Chester University's Department of Public Health Sciences, representatives from Maternity Care Coalition in Montgomery County, Black Women of Chester County in Action, and other community-based maternal health organizations

**Direct Clinical Impact:** Identified and facilitated hospital readmission for client with sepsis; recognized abnormal postpartum bleeding leading to uterine hematoma (blood filled sac) discovery and treatment; early identification of infant jaundice resulting in expedited care for elevated bilirubin; provided weekend crisis support for postpartum depression; distributed essential supplies including playpens, blankets, bed sets, diapers to families in need.

**Organizational Goals:** Reduce maternal mortality/morbidity in Chester County, particularly among women of color; provide holistic postpartum care addressing mind, body, spirit; bridge gaps between community needs and traditional healthcare; create sustainable, culturally-inspired programming.

**Distinctiveness:** Chester County's only culturally-inspired postpartum wellness center offering experiential care through evening hours (5-9 PM weekdays) for working mothers, combining African cultural traditions with universal accessibility.

#### 2. Funding Request

**Key Initiatives:** Our physical location in Downingtown represents a transformative step from community-based programming to comprehensive wellness center operations. This 2-room facility will serve as Chester County's first postpartum wellness sanctuary, offering services unavailable elsewhere in our region.

## Core Programming Includes:

- **MOMMIE Mood Room:** Therapeutic relaxation space with themed environments (Beach Serenity, Rainforest Retreat, African Rhythms), aromatherapy, and massage chair
- **Wellness Services:** Postpartum massage, yoga classes, reflexology, and energy healing
- **Cultural Ceremonies:** Closing of the Bones ceremonies, Blessing Ways, and sacred rituals honoring maternal transitions
- **Educational Programming:** Topic-based speaker nights, support groups, and health education sessions
- **Clinical Support:** Health assessments using our LISTEN Model, liaison services with healthcare providers, and care plan development

## Specific Needs:

**1. Professional Marketing & Communications (\$3,600):** Critical need for consistent marketing presence. As working nurse/ED, I lack time/expertise for comprehensive campaigns. Identified experienced professional providing 4 hours monthly: three strategic social media posts monthly across Facebook, Instagram, LinkedIn; monthly newsletter design/distribution; website updates/optimization; grand opening and MOMMIE Shower campaign development; healthcare provider outreach coordination. Addresses primary barrier - many women needing culturally-responsive care don't know we exist. Consistent digital presence essential for reaching working mothers during evening hours.

**2. HIPAA-Compliant Client Management System (\$980):** SimplePractice software essential for professional operations/regulatory compliance. Enables: LISTEN Model implementation for systematic assessment; secure health records and progress tracking; efficient appointment scheduling/program management; impact reporting for funders/healthcare partners; systematic follow-up protocols ensuring no woman "slips through cracks." Promotional pricing (\$29.70/month first 3 months, then \$99/month) allows professional system implementation while managing startup budget.

**Funding Urgency:** Chester County lost two maternity units (Brandywine/Jennersville Hospitals) creating postpartum care desert. PA's postpartum Medicaid extension to 12 months and pending doula coverage legislation create optimal conditions for community-based programming. November 2025 facility opening coincides with increased maternal health awareness following PA Black Maternal Health Caucus formation. Without immediate marketing support, our \$30,000 operating budget cannot sustain \$1,700 monthly rent. Professional marketing essential for generating client volume needed for fee-for-service sustainability.

## Impact Demonstration:

**Marketing Metrics:** Website traffic growth (500+ monthly visitors by June 2026); social media engagement (500+ followers across platforms); newsletter subscribers (200+); healthcare provider partnerships (5 formal relationships); new client acquisition (25+ monthly by April 2026). **Technology Metrics:** 100% client LISTEN assessments; 90% follow-up protocol completion at 6-week/6-month intervals; 50% reduction in manual scheduling/record-keeping time; clinical outcomes tracking (blood pressure improvements, depression screening results, hospital readmission reductions).

**Capacity Building Impact:** Investment professionalizes operations and establishes sustainable marketing systems. 12-month marketing contract supports launch through MOMMIE Shower signature event (May 2026). By July 2026, anticipate sufficient client base/community recognition for earned revenue marketing continuation. SimplePractice enables serving 150+ women annually (vs current 50) while maintaining quality care/comprehensive follow-up. Enhanced data management positions us for healthcare partnerships, insurance billing, future grants requiring outcome documentation.

## How will we measure this impact?

- **Client Growth:** We will track new client acquisitions and retention rates monthly
- **Community Recognition:** We will assess media coverage, feedback from healthcare providers, and invitations to community events
- **Financial Sustainability:** We will monitor revenue growth from fee-for-service programs and membership sales
- **Clinical Impact:** We will systematically measure outcomes using standardized tools, such as the Edinburgh Postnatal Depression Scale and client satisfaction surveys
- **System Efficiency:** We will evaluate time savings in administrative tasks and improvements in appointment management

## Expected Activities, Timeline & Costs:

### Marketing Implementation (November 2025 - October 2026)

- Month 1 (November): Launch social media campaigns, newsletter setup, grand opening promotion
- Months 2-4: Build healthcare provider relationships, establish posting rhythm, track engagement growth
- Months 5-6: MOMMIE Shower event marketing, community partnerships development
- Months 7-12: Sustained marketing presence, evaluation and optimization for self-sustained marketing

### Technology Implementation (October 2025 - October 2026)

- Month 1: SimplePractice setup, staff training, data migration from current systems
- Months 2-3: Full system implementation, LISTEN Model integration
- Months 4-12: Ongoing use, outcome tracking, system optimization

This strategic investment creates lasting infrastructure while providing the immediate professional support needed for successful facility launch. By October 2026, we will have established systems and community presence necessary for long-term sustainability.

### Budget Summary Total Request: \$4,580

- Marketing & Outreach: \$3,600 (79%)
- SimplePractice Software: \$980 (21%)

**Organizational Matching Contribution:** \$5,000+ in volunteer hours, facility preparation, and operational setup costs.

**Next Steps:** Immediate (30 days) - engage marketing consultant, purchase SimplePractice, begin facility marketing; Short-term (60-90 days) - launch digital campaigns, healthcare provider outreach, grand opening; Long-term (6-12 months) - impact measurement, MOMMIE Shower preparation, sustainability planning.

This strategic investment ensures successful facility launch while establishing foundation for long-term Chester County maternal health impact.